



## MEDIA FOR DEVELOPMENT INTERNATIONAL, INC

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### BOARD OF DIRECTORS

*Dr Ayo Ajayi*, Population Council, Ghana; *Paul Myers*, International Development Enterprises, USA  
*John Riber*, Media for Development International, Tanzania; *Steve Smith*, Media for Development International, USA  
*Mechai Viravaidya*, Population & Community Development Association, Thailand; *Batilloi Warritay*, UNICEF, Sao Tome

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## ANNUAL REPORT – 2006

In 2006, MFDI's main activities were providing consulting support to the YEAH radio serial drama being produced in Uganda; securing and initiating the Kellogg-funded project to provide support to JM Productions to produce a script for a film on Samora Machel and a documentary video on that process; and the continued development of the office in Dar es Salaam, Tanzania, MFDI/Tz.

On the video distribution side, MFDI was busy with sales and donations of videos. MFDI continued to support FilmAid International and is seeking out and providing them appropriate videos for use in African refugee camps. MFDI looks forward to a marketing effort for a set of rare African reconciliation videos in 2007. MFDI also continued working on the production of DVDs of the main titles. MFDI purchased two Primera Bravo II DVD disk printers / duplicators for the Colorado and Tanzania offices, matching the unit at MFD/Zimbabwe. About 50 master DVDs were secured and duplicated and distributed to sub-distributors.

MFDI had a total income of \$307,058 in 2006. Of this amount \$235,500 came from Kellogg, \$46,194 came from JHU/YEAH Project; \$12,419 from a donation from Steve and Sally Smith. Additionally MFDI grossed \$12,944 from distribution sales.

In 2006, MFDI has worked on a number of projects:

- 1. Samora Machel feature film** – This project for \$362,000 was signed in July 2006 to develop a film on the life of Samora Machel's struggle for an independent southern Africa. It will model good African leadership. Mosco Kamwendo and Jesesi Mungoshi (who acted as Neria in 1991) are the principals of JM Productions and arranged the grant. Kellogg wanted MFDI to be involved to oversee finances and the script development and the "making-of" documentary production process.
- 2. MFDI / Tanzania branch** – The office in Dar es Salaam is well established now. MFDI/USA has begun to support the renovation and 5-year rental of a building nearby that could become the MFDI/Tz and Stradcom project office.
- 3. YEAH Project** – Johns Hopkins is supporting a radio serial drama development and broadcasting project in Kampala, Uganda, and MFDI is supplying technical support – i.e., mostly MFDI/Tz staff as consultants as well as a couple other individuals that have worked with MFD/Zim in the past. This project was extended several times and it is expected to continue in 2007.
- 3. MFDI's web site at [www.mfdi.org](http://www.mfdi.org)** is continuing with the services of Outdare in Rotterdam, Netherlands. It is updated regularly from the Colorado office.

**4. FilmAid International Project** – During 2006 MFDI supplied 31 videos and DVDs to FAI. In October 2006, Steve and Sally Smith and John and Louise Riber attended a major fundraising celebrity gala at FAI / NY. Total direct costs were \$3,197.13.

**5. NESsT Project** – Steve and Sally Smith attended the board meeting and visited projects around Chile in January 2006, and Steve attended the Baltimore meeting in December 2006. Steve is now the Chairman of the NESsT Board of Directors, after serving two years as the Secretary.

**6. Video distribution and sales** continues to be the main domestic activity for MFDI. It holds inventory of about 1,000 VHS videos, valued between \$5-6,000. During 2006, MFDI grossed \$12,944 in income from video sales, and broadcast and theatrical royalties received, and had \$7,911 in cost of goods sold and direct marketing costs. MFDI sold 242 videos and gifted 50 videos, and paid \$926 (in early 2007) in royalties to African filmmakers for 2006 sales.

Conversion of MFDI's titles to DVD format – Customers have been asking for DVDs instead of VHSs more and more frequently and lack of DVD availability is hurting sales. Twice in 2006 a deck to convert analog to digital has been hand delivered to MFDI/Tz, but the first one didn't meet promised specs and the second was dead, so a new deck needs to be sent there in 2007 so MFDI can begin digital conversions, and then "author" that to produce PAL and possibly NTSC DVD masters. MFDI and its sub-distributors would be able to easily duplicate the final DVDs for sale on an as-needed basis. Appropriate copies of some of the almost 50 "master" DVDs that MFDI/USA has have be given to MFDI's four main sub-distributors: MFD/Zim, MFDI/Tz, ACI in Dakar, Senegal, and FRU in Johannesburg.

**7. Vipassana Hawaii Project** – This is a new project this year for MFDI. Steve and Sally Smith attended a business planning meeting for VH in May 2006 and volunteered to take on the Secretary/Treasurer and bookkeeper responsibilities and get the agency properly organized and prepare for a purchase of 200+ acres of land on the Big Island and then build a retreat center there of 100 yurts to train in insight meditation. They visited Hawaii for a week in August and since have taken on essentially all the administrative work of this small non-profit.

**8. Other** than the above costs, MFDI spent \$9,807 on phone, postage, copying, office supplies, licenses, banking, credit card, two new replacement computers for 4-year old laptops, and a DVD printer/duplicator, and miscellaneous costs. MFDI also supported the \$1,250 cost of the MFD/Zim audit this year. This was MFDI's sixth year of a payroll for its four previously volunteer staff (John and Louise Riber, Steve and Sally Smith), although MFDI is still paying the Smith's salaries in arrears (now covered up to the end of 2005) and lower the Riber's due to shortage of funds. Office space continues to be in the Colorado home of the Smiths. Louise Riber and Sally Smith resigned from the MFDI Board of Directors as IRS now recommends against spouses on the board.

**In 2007** - MFDI's main focus will be a large USAID-funded project, working as a sub-contractor to Johns Hopkins University to produce a radio serial drama with HIV/AIDS themes for Tanzania. This Stradcom project will be signed in early 2007, and take half of the Riber's time over the next three years.

Financially the agency is stable, but short-paying wages will continue in 2007. MFDI's work in African social message media started 21 years ago and almost \$5.7 million dollars has been spent over the last 17 years as MFDI, a non-profit film production and distribution agency; plus what was spent as DSR in the 1980s for the first few films.